

ABSTRACT OF THE DISCLOSURE

A stretch label attaching device for attaching a stretch label on a good, including an adapter supporting the label from the inside thereof and has an opening into which the good is inserted; an adapter support member configured to support a lower portion of the adapter and has an opening into which the good is inserted; and an adapter fixing member configured to fix the lower portion of the adapter together with the adapter support member. A method for attaching a stretch label on a good including setting a stretch label on the adapter mentioned above; inserting the good into the openings of the adapter and adapter support member while extending the label at a ratio not greater than 5 %; and releasing the stretch label attaching device from the good while holding the label, to attach the label to the predetermined position of the good.